



## **“Basketball Buddies” , the second season of Kuaishou’s sports reality show to foster public sports content ecosystem**

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Sports Money : [“Basketball Buddies” , the second season of Kuaishou’s sports reality show to foster public sports content ecosystem](#)

As the first entertaining basketball competition reality show created by Kuaishou in collaboration with NBA China, “Basketball Buddies” deeply integrates entertainment, fun and competition, breaking the barriers between entertainment and professional sports and bringing a brand-new viewing experience to the audience. It enables the expansion of the show’s audience from traditional basketball fans to a broader group of non-basketball enthusiasts.